



Innovate Egypt Course Syllabus

Opening Workshop: October 8-10, 2017

Weekly Online Meetings: One 1.5 hour meeting per week for 6 weeks

Closing Workshop: December 4-5, 2017



About Innovate Egypt

Innovate Egypt provides early stage science and technology innovators with the funding, training, and mentoring needed to commercialize their inventions and create new ventures. During the accelerated eight-week program, participants will:

- Identify and evaluate opportunities to commercialize your invention
- Test hypotheses through in-depth interviews with potential customers and industry
- Participate in hands-on learning through in-person and online training and coaching
- Network with other entrepreneurial teams engaged in similar work

This syllabus includes key program information including:

- Pre-kick off assignments
- Online class assignments
- Additional resources
- Program schedules

Please email Marie Silver with any questions at msilver@venturewell.org.

Program Highlights

Faculty

Lead Instructor: Heath Naquin

Co-Instructors: Max Green, Eli Velasquez, Grant Warner

Faculty Director: Babu DasGupta

Teaching Assistant: Aprille Busch

Course Expectations

- Attend open and closing sessions
- Participate in online coaching session led by course instructors
- Conduct customer discovery and other exercises throughout the program
- Complete additional coursework

A significant amount of time will be spent outside of the building, interviewing customers and testing hypotheses about what they want in products and services. Class time will focus on what you learned from talking with customers. Teams should strive for 15 interviews per week, for a total of 100 interviews by the end of the course.

Class Culture

We will push, challenge, and question you in an effort to help you understand a lot of information in a short amount of time. We will be direct, open, and tough – just like the real world. Please know that these comments aren't personal, but rather part of the process. We also expect you to question us, challenge our point of view if you disagree, and engage in a meaningful dialog with the teaching team.

Pre-Kickoff Assignments

Required Assignments

Register for the free Udacity online course, *How to Build a Startup* [here](#). Watch the following lectures before the opening workshop:

- Lesson 1: What We Now Know
- Lesson 1.5A: Business Models
- Lesson 1.5B: Customer Development
- Lesson 2: Value Proposition
- Lesson 3: Customer Segments

Strongly Recommended Assignments

The following assignments augment the required assignments. They will provide you with a greater understanding of the material.

- *Business Model Generation*: pages 14-51
- *The Startup Owner's Manual*: pages 195-199
- "[12 Tips for Early Customer Development Interviews](#)" by Giff Constable

Required Deliverables for the Kickoff Workshop

Presentation

Prepare a two-slide presentation about your venture. You *may* be called upon to present to the whole class and will *definitely* present to a group of peers and instructors in a breakout session. See the template provided below.

Contacts

Bring 10 or more customer/industry contacts that you hope to interview on Day 1 and 2 of the Kickoff Workshop (October 8-9th).

Presentation Template for the Kickoff Workshop

Please use the following slide template for your presentation:

Slide 1: Title Slide

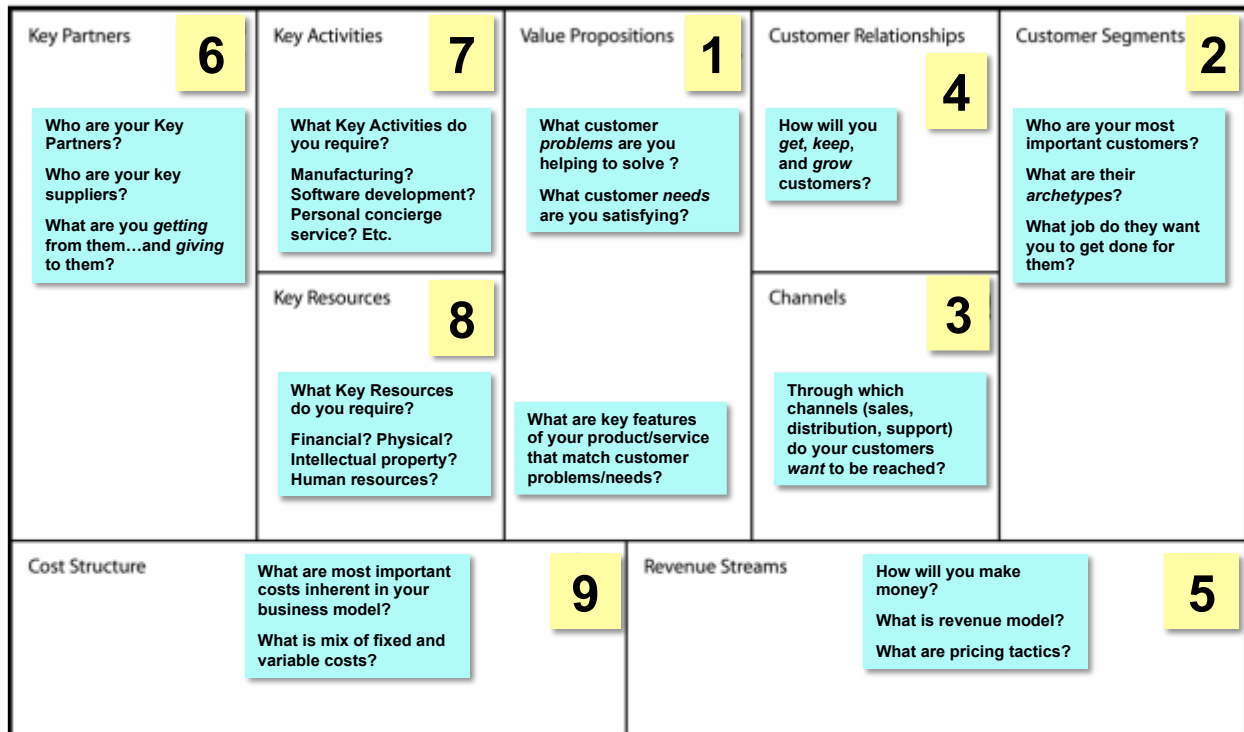
- Team Name
- University or company logo
- Product or technology picture & description (1 sentence)
- Pictures and names of your team members

Sample slide:



Slide 2: Populated Business Model Canvas

- Download the Business Model Canvas template from: http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf
- Use the questions in the image below to guide your answers. Focus on Customer Segments and Value Propositions.



Required Online Class Assignments

Please watch all of the videos in the *How to Build a Startup* course [here](#).

- **Week 1:** Lesson 4 - *Channels*
- **Week 2:** Lesson 5 - *Customer Relationships*
- **Week 3:** Lesson 6 - *Revenue Models*
- **Week 4:** Lesson 7 - *Key Partners*
- **Week 5:** Lesson 8 - *Resources, Activities, and Costs*
- **Week 6:** Lesson 9 - *Storytelling*

Additional Assignments

The teaching team may assign additional short readings or tasks throughout the course as deemed necessary based on the progress of teams.

Additional Resources

These short videos from Steve Blank provide helpful tips and examples as you prepare for your customer interviews:

1. [Pre-Planning Pt. 1](#) (4:55)
2. [Interviews Pt. 1](#) (5:40)
3. [Interviews Pt. 2](#) (3:49)
4. [Asking the Right Question](#) (2:37)
5. [Assuming you know what the customer wants](#) (1:56)
6. [Understanding the Problem \(the right way\)](#) (3:22)
7. [Customers Lie](#) (2:37)
8. [The Distracted Customer](#) (3:12)
9. [Engaging the Customer](#) (3:37)
10. [Customer Empathy](#) (2:25)
11. [The User, the Buyer & the Saboteur](#)
12. [Death by Demo 1](#) (2:18)
13. [Death by Demo 2](#) (1:45)

For a more detailed explanation of Customer Development and the Lean Startup methodology, watch the following short videos of Steve Blank from the Kauffman Founders School.

- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Getting-Out-of-the-Building-Customer-Development.aspx>
- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx>
- <http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx>

Recommended Reading

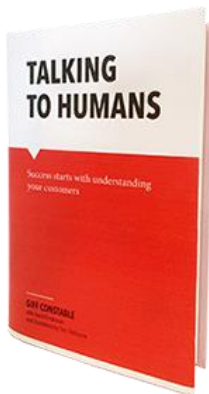
All team members should acquire the textbooks listed below.



Value Proposition and Design

by Alexander Osterwalder, Yves Pigneur, Greg Perard & Alan Smith

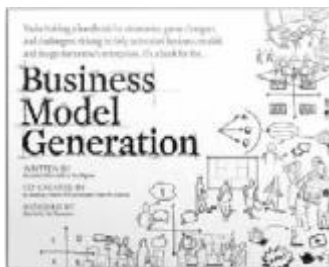
A free download of the first chapter is available [here](#).



Talking to Humans

by Giff Constable

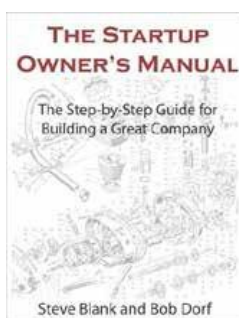
A free download of the book is available [here](#).



Business Model Generation

by Alexander Osterwalder & Yves Pigneur

A free download of the first chapter of the book is available [here](#).



The Startup Owner's Manual

by Steve Blank & Bob Dorf

At-a-Glance Schedules

Please note that all times are Cairo Standard Time.

Opening Workshop

Date	Time	Topic	Location
October 8	9:30 am - 10:00 am	Introduction	Main Room
	10:00 am - 11:00 am	Lecture #1: Using Customer Discovery to Build a Business Model	Main Room
	11:00 am - 11:15 am	Break	Main Room
	11:15 am - 12:00 pm	Lecture #2: Best Practices for Customer Discovery Interviews	Main Room
	12:00 pm - 12:30 pm	Workshop #1: Team Customer research and Develop Interview Script	Main Room
	12:30 pm - 2:15 pm	Team Introductions (20 teams: 3 min presentations/2 min comments)	Main Room
	2:15 pm - 2:45 pm	Software Platform Training	Main Room
	2:45 pm - 8:00 pm	Grab and Go Lunch Customer Interviews: in person at customer location or by video chat	Out of Building
	8:00 pm - 9:30 pm	Office Hours (15 min sessions) - <i>Optional</i>	Hotel Lobby

October 9	8:30 am - 2:30 pm	Customer Interviews: in person at customer location or by video chat	Main Room
	2:30 pm - 2:45 pm	Debrief on Day 1	Main Room
	2:45 pm - 4:00 pm	Lecture #3: Customer Segments and Value Propositions	Main Room
	4:00 pm - 4:15 pm	Break	Main Room
	4:15 pm - 5:00 pm	Online Session Training	Main Room
	5:00 pm - 7:00 pm	Mentor Workshop (Mentors only) PI Workshop (PIs only) EL Workshop (ELs only)	Main Room
	7:00 pm - 9:00 pm	Reception & Office Hours (20 min sessions) – <i>Required for all teams</i>	Main Room

October 10	10:00 am - 10:30 am	Welcome Back	
	10:30 am - 12:00 pm	Team Presentations: 10 teams (5 min presentations/3 min comments)	Main Room
	12:00 pm - 1:00 pm	Lunch	Main Room
	1:00 pm - 2:30 pm	Team Presentations: 10 teams (5 min presentations/3 min comments)	Main Room
	2:30 pm - 3:00 pm	Wrap up and overview of upcoming online sessions	Main Room
	3:00 pm - 4:30 pm	Office Hours (20 min sessions) - <i>Optional</i>	Hotel Lobby

Online Classes

Date	Time	Topic
Webinar #1 Wednesday, October 18	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Group Team Presentations
	11:00 am - 11:30 am	Discussion: <i>Channels</i>

Date	Time	Topic
Webinar #2 Wednesday, October 25	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Group Team Presentations
	11:00 am - 11:30 am	Discussion: <i>Customer Relationships</i>

Date	Time	Topic
Webinar #3 Wednesday, November 1	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Group Team Presentations
	11:00 am - 11:30 am	Discussion: <i>Revenue Models</i>

Date	Time	Topic
Webinar #4 Wednesday, November 8	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Group Team Presentations
	11:00 am - 11:30 am	Discussion: <i>Key Partners</i>

Date	Time	Topic
Webinar #5 Wednesday, November 15	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Group Team Presentations
	11:00 am - 11:30 am	Discussion: <i>Resources, Activities, Costs</i>

Date	Time	Topic
Webinar #6 Wednesday, November 29	9:30 am - 10:00 am	Test WebEx
	10:00 am - 11:00 am	Discussion: <i>How to Prepare for the Lessons Learned Workshop and Q&A</i>
	11:00 am - 11:30 am	Group Office Hours

Lessons Learned Workshop

Date	Time	Topic	Location
December 4	8:30 am - 9:00 am	Welcome Back	Main Room
	9:00 am - 10:30 am	Lecture & Discussion: Preparing Lessons Learned Presentation & What's Next	Main Room
	10:30 am - 10:45 pm	Break	Main Room
	10:45 am - 1:00 pm	Review Videos & Draft Presentations	Breakout Rooms
	1:00 pm - 2:00 pm	Lunch	Main Room
	2:00 pm - 4:00 pm	Individual Team Meetings: Teams will be separated into 3 groups and assigned a 30-minute time slot with an Instructor/Adjunct to discuss next steps and answer questions.	Breakout Rooms
December 5	8:30 am - 9:00 am	Welcome Back	Main Room
	9:00 am - 11:30 am	Group 1 Team Presentations: 10 teams (10 min presentations/5 min comments)	Main Room
	11:30 am - 12:30 pm	Lunch	Main Room
	12:30 pm - 2:30 pm	Group 2 Team Presentations: 10 teams (10 min presentations/5 min comments)	Main Room